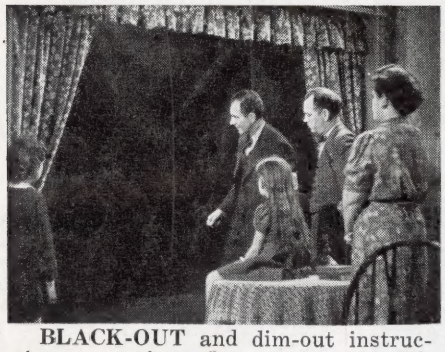
Exhibitor's Campaign Plan For

YOUR AIR RAID WARDEN

Produced by the Signal Corps in cooperation with the Research Council, Academy of Motion Picture Arts and Sciences and in collaboration with the Office of Civilian Defense. Released by 20th Century-Fox Film Corporation.



BLACK-OUT and dim-out instructions are given to a family by the air raid warden.

CHECKING-UP on air-raid equipment in his neighborhood, the air raid warden gets ready for any eventuality.

ON THE WATCH for fire-bombs are these air raid wardens as the searchlights scan the sky for enemy planes.

Synopsis . . .

This picture combines tense dramatic situations with a complete portrayal of all the things the air raid warden must do to reduce the hazard of bombing. The film opens as the Warden checks with the various people in his sector on the precautions they should take to insure the greatest amount of safety during a raid. He goes over the subject of inflammable waste in the attic, and sees that in each house preparations are made to combat incendiary bombs.

Suddenly the sirens scream—enemy bombers are sighted, heading for the town. The Warden and his squad go quickly to their assigned posts, each knowing exactly what is required of him should disaster strike. One goes to take care of a blind woman; another sends a little girl to a place of safety; cars are stopped and their occupants urged to take shelter.

A bomb explodes with a blinding flash —and the Warden calls into action the Light Rescue Squad. They dig through the smoking debris to the shelter with which the Warden is familiar. The one casualty is given first aid and hustled off to the hospital, while the rest of the family is dispatched to another home until the all clear has sounded.

The incident closed, salvage guard set, the Warden goes home, his job well done and knowing that hundreds of thousands like him stand ready to serve throughout the nation. (Running time: 10 minutes).

'YELLOW ALERT' is the call from Fighter Command Headquarters galvanizing the air raid wardens into action.

READY TO GO into action are these air raid wardens, as helmets and masks are distributed.

BOMBING incident finds the Warden in charge after summoning the Light Rescue Squad.

MAKE YOUR CAMPAIGN LOOK ALERT WITH THESE STILLS! THEY'RE FREE

. . . in limited quantities—at your local 20th Century-Fox exchange. Use them for displays and plant them as a newspaper photo-feature.

"YOUR AIR RAID WARDEN" ISN'T JUST ANOTHER SHORT SUBJECT. IT CARRIES A VITAL, YET ENTERTAINING MESSAGE, TO YOUR PATRONS. THE MESSAGE IS IMPORTANT FOR THE SAFETY OF THEMSELVES AND FAMILY. GET BEHIND THIS PICTURE AND GIVE IT SOME EXTRA EFFORT. DO YOUR BIT TO PUT AMERICA ON THE ALERT!

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★★ PUBLICITY ★★

'Air Raid Warden' Short Coming Soon

(ADVANCE)

Another outstanding O C D short subject is scheduled to be shown at the ..... Theatre, starting ....., the management announced today. Entitled "Your Air Raid Warden," the special short subject was produced for the Office of Civilian Defense and is released by 20th Century-Fox as part of a cooperative motion picture industry campaign on war activities.

Combining tense dramatic situations with a complete portrayal of all the things the air raid warden must do to reduce the hazard of bombing, "Your Air Raid Warden" should be seen by all. For the success of the work of these thousands of volunteer workers the country over depends on the proper cooperation of the public in case of an actual air raid.

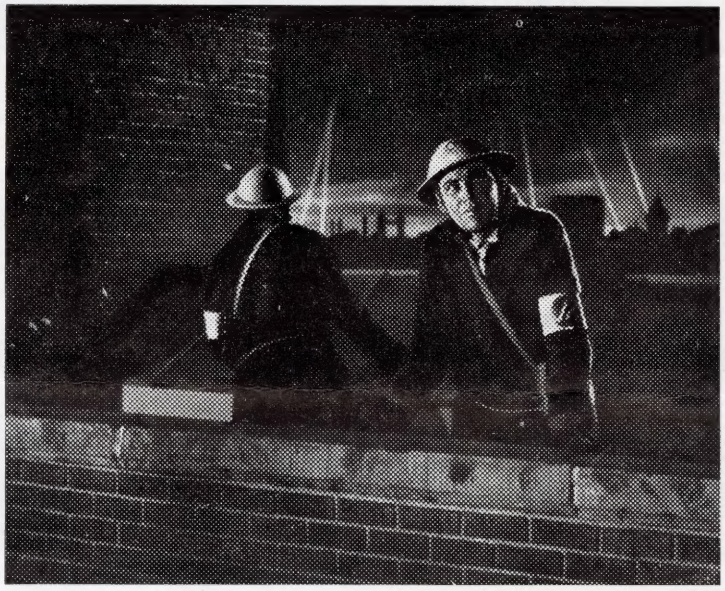
Photography, writing, direction and editing of the film were done by members of the Research Council, Academy of Motion Picture Arts and Sciences. It was produced under the direction of Mervyn LeRoy, while the technical supervision was furnished by members of the staff of the Office of Civilian Defense.

FREE

The two-column and one-column scene mats from "Your Air Raid Warden" shown here are available at no cost at your local 20th Century-Fox Exchange.

Warden Takes Over When Air Raid Comes

Graphically illustrating the importance of the air raid warden in his community, the new short subject at the ..... Theatre, "Your Air Raid Warden," is sure to appeal to all Americans. Centering around a warden in a typical American town, the film shows the preparations made and depicts an actual air raid. The film was produced by the Signal Corps in cooperation with the Research Council, Academy of Motion Picture Arts and Sciences in collaboration with the Office of Civilian Defense.



2PA, FREE

Simply, but effectively illustrating the varied duties of air raid wardens, the new short at the ..... Theatre is entitled "Your Air Raid Warden." The warden is shown on duty (above) in this scene from the latest of the entertaining OCD films.

Wardens Need Cooperation!

New O.C.D. Short Proves Point

Do you know exactly what to do in case of an air raid?

You may not—but there is one fellow in your neighborhood who does—your air raid warden. And he's the one who is honored in the latest OCD short subject, which is slated to open ..... at the ..... Theatre, entitled "Your Air Raid Warden."

Above all else, this film graphically shows what the Office of Civilian Defense has tried so hard to implant in the public's mind — COOPERATE WITH YOUR AIR RAID WARDEN. He's trained to handle all raid emergencies, but his success depends on how well all cooperate with him.

"Your Air Raid Warden" was produced under the direction of Mervyn LeRoy.

'Your Air Raid Warden,' New OCD Short Subject, Produced Under the Direction of Mervyn LeRoy

Hollywood is cooperating one hundred per cent in the government's War program. The latest example of this is the short subject playing this week at the ..... Theatre, entitled "Your Air Raid Warden." Mervyn LeRoy, one of filmdom's top directors, handled the megaphone on the short, and saw to it that the film had only the best of production values.

The fine hand of LeRoy is discernible in many of the scenes of "Your Air Raid Warden," which is an entertaining presentation of the various, exciting duties wardens perform. The staging of the actual air raid serves to emphasize the vital functions these unsung heroes fulfill—and helps to make "Your Air Raid Warden" an outstanding short subject.

IPA, Free Mervyn LeRoy

New Short Shows Warden in Action

(REVIEW)

"Your Air Raid Warden," the special OCD short subject which opened yesterday at the ..... Theatre, is an unusually fine dramatization of the duties of an air raid warden, showing how he carries on during an actual raid.

The dual purpose of the film is neatly carried out, for in addition to being excellent entertainment w e l l presented, "Your Air Raid Warden" shows the necessity for every man, woman and child to know exactly what to do in case of an air raid.

Tightly knit, and well conceived, the film opens with the warden checking the precautions against raids in his neighborhood. When the raid comes, his organization is geared to handle the emergency. With maximum efficiency, they cover the sector, report the damage which occurs to the control center and take charge of the first aid until other help arrives.

The expert photography, writing and editing of the film were done by members of the Research Council, Academy of Motion Picture Arts and Sciences. It was under the able direction of Mervyn LeRoy and technical supervision was furnished by members of the staff of the Office of Civilian Defense.

Combine Entertainment, Education in New Short

Just exactly what an air raid warden's duties are—and how they affect all—may be seen in the new and entertaining short subject at the ..... Theatre, "Your Air Raid Warden."

Produced by the Signal Corps, under the direction of Mervyn LeRoy, the film shows why not only the warden, but everyone in his sector should know precisely what to do in the event of an air raid. When the actual air raid strikes, the warden takes his post, confident that his sector is prepared. And he takes charge when bombs begin to drop, ready to report damage, apply first aid and to direct rescue squads. All this is simply, but effectively shown in the one reel film which 20th Century-Fox is distributing.

★ ★ EXPLOITATION ★ ★

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"Your Air Raid Warden" is a 'must' in the training regimen of your local wardens. If they have not yet been given film instruction, here is your chance to call their attention to an entertaining and instructive short subject. And it's official! Notify all AWS heads and arrange for bulletin board posting in each sector. If a mailing list can be obtained from the chief air warden, notify each warden of your playdate.

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The Auxiliary Firemen, Fire Watchers and Light Rescue Squads are shown in action in "Your Air Raid Warden." Contact the heads of each group and ask them to tell their Corps members about your playdate.

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Your local newspaper's civilian defense column is a perfect outlet for news about this film. Plant the interesting stills from the picture on this page, and arrange to have the columnist see the film for publicity stories.

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Stage a contest for the best air warden sector in town in regard to preparation and organization of its locality. As judges invite the local OCD heads and the editor of your paper. A plaque or scroll can be awarded from your stage to the winning sector warden.

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Invite your local OCD head to a screening and arrange with him for cooperation with the Air Warden Service. Set up recruiting booths in your lobby for enlisting additional wardens. Charts and maps of the various zones should be displayed, which would show where wardens are vitally needed.

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Seek permission to imprint OCD circulars, instruction booklets, and blackout orders with theatre and playdate copy. Use these for mailbox stuffers and giveaways.

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Urge via your ads and poster snipes that every man, woman and child should see this informative and entertaining film. Get across the fact that everyone should know what to do in an air raid. Mailbox stuffers, bulletin boards in public buildings, trolley car posters, etc., are likely places for getting your message to a wide audience.

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Arrange with OCD to place an air raid precautions display in your lobby. This would consist of sand buckets, hoses, asbestos gloves, helmets, stirrup pumps, and other material which a properly protected house should have.

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The 'Yellow Alert' is the air raid warden's warning to man his post. A novel herald, printed on yellow stock, might carry the following message:

THIS IS YOUR

"YELLOW ALERT"

TO SEE

"YOUR AIR RAID WARDEN"

At the ..... Theatre

IT'S YOUR PICTURE!
AND YOU ARE THE STAR!

Produced by the Signal Corps in collaboration with the Office of Civilian Defense. Released by 20th Century-Fox.

FREE ADS!

Order by number from your local 20th Century-Fox exchange.

Produced by the Signal Corps, Released by 20th Century-Fox Film Corp.

1B

18 lines x 1 col. (18 lines)
(1 col. x 1⅜ inches)

IF ENEMY BOMBERS STRIKE YOUR TOWN...
"YOUR AIR RAID WARDEN"
America's newest hero
Produced by the Signal Corps, Released by 20th Century-Fox Film Corp.

1A

28 lines x 1 col. (28 lines)
(1 col. x 2 inches)

PRODUCED BY THE SIGNAL CORPS, RELEASED BY 20th CENTURY-FOX FILM CORP.

1C

33 lines x 1 col. (33 lines)
(1 col. x 2⅜ inches)

Meet AMERICA'S NEWEST HERO!
SEE America's air raid defense under fire!
"YOUR AIR RAID WARDEN"
Produced by the Signal Corps in Cooperation with the Research Council, Academy of Motion Picture Arts and Sciences, Released by 20th Century-Fox Film Corp.

2B

70 lines x 2 cols. (140 lines)
(2 col. x 5 inches)

Produced by the Signal Corps, Released by 20th Century-Fox Film Corp.

2A

30 lines x 2 cols. (60 lines)
(2 col. x 2⅛ inches)

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